



The Straight Line to Your Greatest Market

Are you getting your full share of the farm trade that comes from the 25 Billion Dollars the farmers of the United States earned this year?

More than two-thirds of this agricultural wealth—more than two-thirds of the buying power of the American farmer—more than two-thirds of the big farm market—is in the sixteen states of the Money Belt served by the Capper Farm Press.

The Capper Farm Press reaches more than one farm family in every three in these states—and they are mighty good customers for every manufactured commodity.

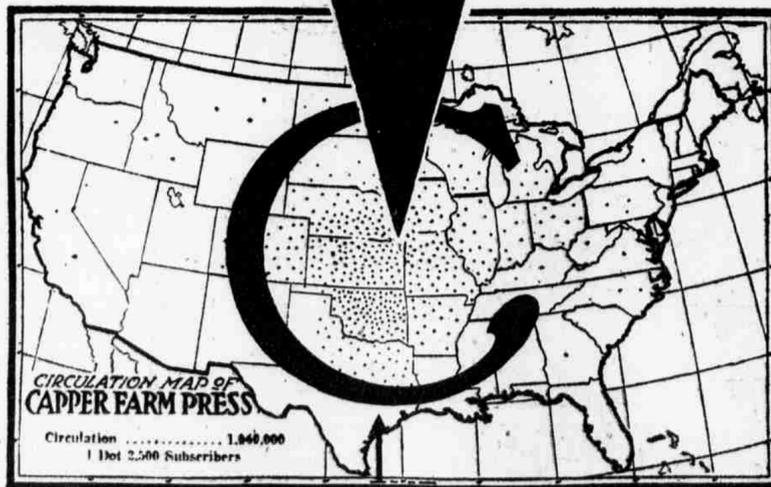
The direct way of reaching this trade—the most effective and most economical way—is thru the medium which farm folk look upon as their very own—the farm paper which they regard as a member of the family. It is the straight line to your greatest market.

The Capper Farm Press gives more than a million farm homes in the Money Belt a farm paper service that is different—distinctive and localized.

Divided into five sections, with five editorial staffs, it keeps in close touch with its people. It is "home folks" to them. It is a part of their daily life.

And thru our branch offices we keep in close contact with trade conditions, with distributors and dealers, and thus are in position to render exceptional service to the manufacturer who seeks to develop rural trade in this "Garden of Billions."

Don't take it for granted that you are already reaching this rich market. Its possibilities are too great to be left to chance. It will repay careful analysis. Let our Research Bureau help you investigate its further possibilities for your product.



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